



Women's  
Pioneer Housing  
Est 1920

# COMMUNICATIONS OFFICER

RECRUITMENT PACK

JULY 2024

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APPLICATION  
PROCESS  
INFORMATION

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ROLE PROFILE  
AND PERSON  
SPECIFICATION

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# CONTENT

3 WELCOME TO WOMEN'S  
PIONEER HOUSING

4 ABOUT US

5 OUR CORPORATE PLAN

6/7/8/9 ROLE PROFILE

10/11 PERSON  
SPECIFICATION

12/13 STAFF BENEFITS

14/15 COMMUNICATIONS  
OFFICER

16 BACK COVER/CONTACT  
INFORMATION

# YOUR APPLICATION

Thank you very much for your interest in this post. On the following pages, you will find details of the role and the selection process to assist you in completing and tailoring your application.

To apply you should submit:

- An up-to-date CV which shows your full career history – we recommend that this is no longer than three pages;
- A supporting statement explaining why you are interested in this role, detailing how you are a good candidate for this post and how you fulfil the person specification – we recommend that this is no longer than three pages;
- The diversity form – completion of the diversity form is not mandatory, this is requested for monitoring purposes in line with our commitment to equality and diversity; and
- Indicate in your email if you cannot attend the interview date. Please note that applications can only be considered if all the documentation is complete.

Applications must be received by 23.59 on Wednesday 21 August to [hr@womenspioneer.co.uk](mailto:hr@womenspioneer.co.uk)

Please ensure we receive your application in good time.

Interviews will be held on Tuesday 3 September in person at our head office in Hammersmith. Shortlisted candidates will prepare and deliver a presentation as part of the recruitment assessment as well as complete competency test at our office on the day of interview. Interviews may last up to 2.5 hours.

Candidates should have the right to work in the UK at the time of appointment as we do not provide visa sponsorship

If you wish to have an informal discussion about the role and organisation, or if you have any other questions you would like answered to help you decide whether to apply, please do call me for a confidential discussion.

Kind regards,  
**Susan Bernard**  
Head of HR and Corporate  
Services  
020 8749 7112



# WELCOME TO WOMEN'S PIONEER HOUSING



I am delighted that you are considering joining Women's Pioneer Housing. This pack has been prepared to provide further information about us and the role – hopefully the information will stimulate you to apply.

Women's Pioneer Housing has an extraordinary legacy. We were founded in 1920 by women and men who understood the link between providing women with good quality affordable accommodation and the wider fight for women's equality. We have always held true to this mission and after a 100 years since our formation, gender inequality remains a huge issue. The need for an organisation that understands and champions women's housing needs has never been more relevant.

A safe home is the foundation in supporting our residents' independence. A women's life is a journey and we need to be able to support our residents along the way. We do this in many ways. We house women of all ages and we are the largest provider of sheltered housing in Kensington and Chelsea. We work closely with our residents to review and continuously improve our homes and services. We have an ambitious development programme, including our scheme at Wood Lane which will deliver 60 new high quality homes and our development in Ealing that will deliver over 100 new high quality homes. We also aim to be a leading voice on women's housing issues raising awareness of gender inequality and intersecting inequalities linked to race, sexuality, disability, age etc. In 2024 the need to address women's diverse housing needs is perhaps even greater than it was in 1920.

We have a strong and experienced executive management team, positive staff infused with energy as we continue to grow and a Board that is incredibly committed.

If what we say and do inspires you, we hope you apply.

Yours sincerely,

*Tracy Downie*

Chief Executive

# ABOUT US

Women's Pioneer Housing own almost 1000 properties in eight boroughs in west and north-west London: Kensington & Chelsea, Hammersmith & Fulham, Camden, Ealing, Wandsworth, Hillingdon, Harrow, and Westminster. 80% are studio and one-bedroom flats, mostly in converted Victorian buildings, many of which are listed or in conservation areas. There are also 90 leasehold flats, and a small but growing number of higher rental investment properties that fund our future development plans.

Our sheltered housing for single women over 60 is located in Kensington & Chelsea, where we are the largest sheltered housing provider. We have 178 flats for women over 60 who wish to live independently in their own home but with added security and back-up support on site and on call.

## Our Vision

For all single women across London to have access to a safe, secure and affordable home.

## Our Mission

To offer single women access to safe, secure and good quality affordable homes and services that enable women to live a good quality of life. To influence other housing providers so they understand the needs of single women and offer services that meet this need.

## Our Values

### We Put our residents 1st

Our services are designed through collaboration with our residents, and we aim to achieve excellence in all that we do, providing innovative solutions that ensure our residents are positive about living in a WPH home.

### Are Open, trusted and nurture great relationships

Our customers and partners can trust that we will do what we say we will do and feel confident when they contact us that they will receive a service that is exceptional and responsive to their needs.

### Value Equality, inclusivity and empowerment

We champion equality and diversity and in particular, the role that women's housing plays in tackling gender inequality. We work as one team and empower our teams and residents to think and do things differently in recognition of our diversity and the legacy of our founders.

### Provide a Respectful and safe environment

We respect each other and our residents in all our communications and deliver services and create homes in the right environment so that our residents and teams feel safe



# OUR CORPORATE PLAN

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## Our Homes

Our homes will be safe and warm in desirable neighbourhoods and built to a high standard.

We are committed to providing safe, well-maintained and energy efficient homes where our residents can flourish. To achieve this, we will invest in our existing properties as well as seeking opportunities to grow our portfolio. Our team will work to better understand our stock and our residents' specific needs, to ensure our homes can be adapted as individuals' requirements change. Combined with measures to reduce our properties' carbon footprint, this will make our homes fit for purpose now and into the future.

## Our Services

Our services will be excellent, delivered professionally and designed to meet the needs of single women.

We want our residents to be happy with our services, have a strong voice and work with us to ensure we meet their diverse needs. Our team will get to know our residents well, listen to what they have to say and encourage more people to get involved in shaping our services. To make sure residents get the care and support they need as their circumstances change, we will also work with partner organisations to enhance our service offer.

## Our Organisation

Our organisation will be financially robust, well governed with a culture that values people who are passionate about doing a great job.

In such a challenging economic climate, financial strength is fundamental to achieving our corporate aims, managing our growth and adapting to new legislative and regulatory requirements. For our organisation to thrive, we must also have a committed and professional team. So we will create a framework for staff recruitment and development, while nurturing a culture where our people feel empowered and accountable. We will also ensure we have excellent IT systems which can support modern services and allow us to capture, hold and analyse data effectively. This will help us improve our knowledge about our residents and homes, so we can make more informed business decisions.

We have over a hundred years of experience and a strong portfolio of assets which we can use to lever in funds to support the development of our homes and services. Building on our own strengths and working in partnership with our residents and others wherever possible, utilising new technology effectively we are confident we can meet these challenges.

In addition to increasing and continuously improving our own homes and services, we will continue to highlight women's ongoing housing needs to influence local and central government and other housing providers to do more in this area.

We aim to be small enough to be nimble, agile and responsive and bold enough to stand up to inequalities of the world. Central to achieving this impact is realising our desire to work in partnership with our residents to develop our services and to highlight best practice and its impact on women's lives.

# ROLE PROFILE

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## Line Manager:

Head of HR & Corporate Services

## Direct reports:

None

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## Purpose of the role

To support the Chief Executive and Head of HR & Corporate in developing and implementing the internal and external Communications Strategy for staff, residents, partners, media and other stakeholders.

To support the Chief Executive and Head of HR & Corporate services to highlight women's housing needs by gathering data and information on the issues affecting women and housing and help in publicising these issues through our communications channels.

This will include:

- Design and management of the organisations communication channels including the website, staff intranet, social media channels, the Annual Report to residents, newsletters, posters and other comms activities
  - The organisation of events and webinars
  - Providing administrative support, event management support and communications for the Women's Housing Forum
  - Working across the organisation and with residents to understand operational activity and ensure we have high levels of satisfaction with the way we communicate.
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## Key relationships

- **Internal:** The Chief Executive and Senior Management Team, all WPH staff and WPH residents.
  - **External:** Business partners, suppliers, housing sector colleagues, the Women's Housing Forum and all other stakeholders.
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## Key responsibilities

Working collaboratively with colleagues, residents and external stakeholders supporting the development and implementation of communications for internal and external audiences including staff, residents, partners and other stakeholders by:

1. Working collaboratively with the Chief Executive to assist in developing, implementing and monitoring the success of the internal and external Communications Strategy.

# ROLE PROFILE

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2. Working collaboratively with the Resident Engagement Officer to encourage greater resident participation, seeking opportunities for co-creation and co-design across all business activities, using our comms channels creatively.
3. Maintaining WPH's website and staff communication channels including:
  - a) Supporting the Head of HR and Corporate Services and the extended management team to gather, draft, edit and upload content on a timely basis, liaising internally with all staff ensuring the effective and professional publicising of the organisations aims, activities and services.
  - b) Supporting the Head of HR and Corporate Services maintain external hosting support for the website, maintaining a collaborative relationship with our partners to ensure the website and staff communication channels are operational at all times.
  - c) Support in the project management of any website and staff communication channels in their development and enhancement activities.
4. Manage WPH's social media presence across all digital channels in the promotion of WPH publications, events and activities and success stories as well as housing sector related news. Investigating and if agreed, implementing other forms of social networking where this supports our corporate objectives.
5. To support the Chief Executive and Head of HR & Corporate services to highlight women's housing needs by researching and gathering data on the issues affecting women and housing and help in publicising these issues through our communications channels.
6. Provide support to research, measure and report on the performance of WPH's digital presence and outcomes and where relevant, identifying and making recommendations to further or refine the organisations' digital presence.
7. Support in gathering, drafting and editing content for WPH publications including annual reports and the resident newsletter. Using InDesign software to design, improve and produce in house leaflets, flyers and posters ensuring design reflects the organisations aims and supports effective and professional visual communications in print and digital formats in line with the organisations aims, activities and branding.
8. Assist the CEO, Head of HR & Corporate Services and the editorial team for the residents' newsletter "Pioneer Press" by designing layout and through use of Adobe Creative Suite produce the newsletter in line with each edition cycle planning production, setting out content and layout and producing copy for review, print and distribution.
9. Support the Head of HR and Corporate Services fielding all press enquiries for escalation to the CEO ensuring information provided is whole, accurate and where appropriate, drafting responses for CEO review and/or supporting teams to provide information to support the organisations' response.
10. Undertake the organisation of official events for the organisation, including the AGM, Resident Action Forums and other resident and stakeholder events.

# ROLE PROFILE

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11. Attend the Women's Housing Forum Steering group meetings, and provide administrative and communications support. Working with the comms lead for Housing for Women, arranging meetings and events, taking and distributing minutes, maintaining the membership database, maintaining the WHF website and social media presence and help to organise events.
  12. Positively engage and contribute to organisation wide activities to ensure a thorough understanding of the organisation's work identifying trends and proactively seeking content opportunities to promote the organisations work across its media channels and further our digital presence.
  13. Work with our external communications consultants to support in the production of any other content including the gathering of material to produce, publicise and market WPH including in specialist, local and national media.
  14. Working proactively, identify gaps in information and data across all communications channels and working with the CEO and Head of HR & Corporate Services to ascertain how these might be filled to support concise and well researched publicity material.
  15. Create and maintain a media library of our people, portfolio and events.
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## General Responsibilities

16. To adopt and promote a flexible approach to work to deliver positive results by striving for continuous improvement in your work, ensuring priorities are identified, seeing tasks through to completion and managed effectively. Undertaking other areas of responsibility as required to ensure overall strategic aims and business priorities are delivered.
  17. To contribute to raising standards across the organisation identifying and furthering improvements to support our offer to residents.
  18. To comply with all Women's Pioneer policies and procedures and all legal requirements and regulatory standards.
  19. To maintain an up to date knowledge of the housing sector, relevant legislation and best practice in your discipline.
  20. To contribute positively to the annual appraisal process including identifying development needs and making suggestions for learning and on-going self-development.
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## Staff and Team Working

21. Work collaboratively with staff across the organisation and with residents to support the overall aims and ambition of WPH approaching challenges with drive, enthusiasm with a solutions focussed approach.



# ROLE PROFILE

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22. Contribute to and influence organisation-wide initiatives and activities to gain a thorough understanding of operational activity with professional curiosity to represent organisational needs and further organisational objectives.

23. This role does not include line management but does require achieving outcomes through others. You will need to be proactive in establishing positive relationships by engaging confidently with others, seeking opportunities to widen your knowledge and gaining feedback to drive your own work and achieve positive outcomes.

24. Work at all times in accordance with WPH values and our Equality, Diversity and Inclusion policy.

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## Additional information

25. This role will require attendance at events outside of normal business hours to promote our work and assist in the management of our hosted events. There may be occasional evening working.

26. These are your main areas of responsibility but you may be required to perform other duties as we may reasonably require from time to time.

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## EXPERIENCE AND KNOWLEDGE

### Essential

Strong written communication skills in plain English adapting appropriately for the audience including the ability to write reports, compose articles and produce written and graphic content for use in print and digital media

Demonstrable evidence of strong ICT skills including advance WordPress and design software (InDesign) skills and Microsoft Office effectively in a professional environment

Experience of professional use of social media and digital platforms e.g. Twitter, Instagram and LinkedIn as company communication tools

Ability to format newsletters with advance graphic skills

Experience of organising and coordinating events

### Desirable

Knowledge of data collation and statistical analysis

Knowledge of different research methodologies and ability to combine qualitative and quantitative data

Knowledge of the housing sector

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## ABILITY AND SKILLS

### Essential

Highly organised with ability to coordinate work to tight deadlines, within a matrix management framework

Strong proofreading and editing skills with the ability to produce and edit data in accessible ways which supports professional communications

Ability to design graphic material for print and digital media and deliver research in accessible briefings and reports

Excellent verbal, facilitation and interpersonal skills including an ability to engage and work across teams and with diverse audiences

Ability to work on own initiative and across teams building effective relationships

## PERSONAL ATTRIBUTES

### Essential

Self-motivated, understands objectives and able to take personal responsibility to deliver

Has an “outcome focus” approach to service delivery

Has a collaborative working style that can bring out the best in others and build effective working relationships to motivate others to achieve outcomes

Creative thinker

Commitment to tackling gender inequality

## LOCATION

We are currently working a hybrid approach. Customer facing teams are required to be in the offices and/or on site at least 3 days a week, however Tuesday is an all staff in the office day.

## FLEXI TIME WORKING

For most staff we enable flexible working patterns within our formal flexi time working arrangement. Additional hours worked can be accrued to be taken at a later date in periods of whole days (up to 2 days every four weeks) or half days. This can equate to up to 26 days leave per year in addition to your annual leave entitlement. This is the equivalent to 52 days (or 10 weeks absence) per year for full time colleagues, pro-rata for part time colleagues.

## ANNUAL LEAVE

Annual leave entitlement starts at 26 days rising to 29 days after 5 years' service. In addition, bank holidays are paid non-working days. Our office closes throughout the Christmas period from 1pm on Christmas Eve until the New Year.

## BONUS AWARD

Each year in November, we will review the organisations performance and financial status to consider whether a one off bonus award payment can be made. Bonus awards are paid equally to all irrespective of your role in line with our Bonus Payment Policy.

## PENSIONS

All employees are auto enrolled onto our Group Pension Scheme providing a pension pot towards your retirement. In return for you paying 5% of your salary in employee contributions, WPH will pay 8% of your salary in employer's contributions.

## DEATH IN SERVICE

As member of the Group Pension Scheme, you also qualify for Death in Service Benefits. Your beneficiaries will receive x4 your gross annual salary should you die whilst a permanent member of staff and enrolled in the pension scheme. A valuable addition to give your family peace of mind.

## EMPLOYEE ASSISTANCE PROGRAMME

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The programme is easy to access and confidential. It is available at no cost to you and your immediate family members 24 hours a day, 7 days a week, 365 days a year. Personal Legal Support Access to in-depth help and information on any issues.

## PHYSIOTHERAPY

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Up to 8 consultations (including initial assessments) per year shared between the employee and their partner. The treatment will usually include digitally delivered exercises with ongoing support via video consultation.

## DISCOUNTED RETAIL PORTAL

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Access to a wealth of retailers allows you to save on your spending. You will have your own login to earn cashback or discounts on anything from your grocery shopping to utility bills, mobile phone contract and big ticket items with well known retailers.

## REMOTE GP AND SECOND OPINION

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Unlimited video consultations with a UK-based GP, including prescriptions and medications delivered directly where needed. Each appointment lasts up to 20 minutes and the service aims to provide direct video access to a GP – 24/7, 365 days a year.

## MENTAL HEALTH SUPPORT

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Up to 8 consultations (including initial assessments) per year shared between the employee and their partner. The treatment plan will usually be delivered via video consultation and could include supported online cognitive behavioural therapy modules

# COMMUNICATIONS OFFICER

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**Title: Communications Officer**

**Salary: £30,273**

**Hours: 35 hours per Week**

**Location: 3 Angel Walk, Hammersmith, W6 9HX /Activity based working**

**Closing date: 23.59 on Wednesday 21 August 2024**

These are exciting times for Women's Pioneer Housing. We achieved planning permission for 2 new flagship developments in 2023. In 2024 we received a prestigious award for Planning for Affordable Housing for one of these schemes which recognised the most impactful efforts in increasing the provision of affordable housing for single women and environmental quality. Over the next 2 years, we will be building over 160 new homes for single women in West London, including brand new offices on our site at 227 Wood Lane.

Founded in 1920 by women and men who understood the challenges faced by women trying to secure affordable, safe and independent housing at the time, Women's Pioneer Housing Association continues to recognise that the need for safe, secure, affordable housing for single women is as great as ever.

Our vision is to make a positive difference to women's lives. Our mission is to offer single women access to safe, secure and good quality affordable homes and services that enable women to live a good quality of life; and to influence other housing providers so they understand the needs of single women and offer services that meet this need. Our values, co-created with our staff and residents, reflect both our history and our future.

To showcase our continuing work, our achievements and the progress of our flagship schemes, you'll be telling our story. You will share our successes and promote and engage in all the ways we continue partnering with our residents in the co-design of our services. You will be responsible for raising awareness of our work through creative content on our website and other digital channels, seeking opportunities to support service improvement and improve engagement with our residents.

You will already be working in a comms environment possibly in content and brand, looking to expand your skills to have immediate impact. Your experience will include website content and management (WordPress), content production including developing written and graphic content, data visualisation, printed promotional material and managing social media. In addition you should have excellent people skills with experience of working closely with residents or users in a customer service setting as well as working with a range of stakeholders.

# COMMUNICATIONS OFFICER

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We are looking for someone who will build on our achievements, collaborate positively with others to share what we do and contribute in achieving our ambitions in delivering excellence in customer services. We will provide opportunities for you to work with residents and colleagues across our organisation to develop a thorough understanding of how our work provides services which meets our resident's needs.

You do not need to have a background in housing, but you must have a commitment to tackling gender inequality, bring a positive attitude, be driven and have an enthusiasm for knowledge and learning.

We are a small, professional team and work together sharing knowledge to accomplish shared objectives. If you are passionate about creating a positive impact, are a serious team player and like the sound of what we do, we would love to hear from you.

# WOMEN'S PIONEER HOUSING

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## Contact us



020 8749 7112



[hr@womenspioneer.co.uk](mailto:hr@womenspioneer.co.uk)



<https://womenspioneer.co.uk/>

